**Supplementary Table 3. Baseline Characteristics of Knowledge Panel (KP) Respondents Compared to National Survey of Drug Abuse and Health (NSDUH) Respondents (US Adults 18 Years and Older)**

|  |  |  |  |
| --- | --- | --- | --- |
|   |   | **KP 2017** **Weighted data****N = 9003** | **NSDUH 2015** **Weighted data****N = 43,561** |
|  |  | **N (%)** | **N (%)** |
| **Age** (years) |  |  |  |
|  | 18-34 | 2543 (29%) | 23,637 (30%) |
|  | 35-49 | 2172 (24%) | 11,164 (25%) |
|  | 50-64 | 2466 (27%) | 5,157 (26%) |
|  | 65+ | 1822 (20%) | 3,598 (19%) |
| **Gender** |  |  |  |
|  | Male | 4325 (48%) | 19,828 (48%) |
|  | Female | 4678 (52%) | 23,733 (52%) |
| **Race** |  |  |  |
|  | White | 5772 (64%) | 26,025 (65%) |
|  | Black | 1067 (12%) | 5,502 (12%) |
|  | Hispanic | 1430 (16%) | 7,648 (15%) |
|  | Other | 734 (8%) | 4,386 (8%) |
| **Education** |  |  |
|  | High school or less | 3573 (39%) | 18,081 (40%) |
|  | Some college | 2579 (29%) | 14,504 (30%) |
|  | Bachelor’s degree or higher | 2850 (32%) | 10,976 (30%) |
| **Employment Status** |  |  |
|  | Working | 5579 (62%) | 29,183 (62%) |
|  | Not Working | 3424 (38%) | 14,378 (38%) |
| **Mean Household size** | 3 | 3b |
| **Household Income** |  |  |
|  | <$20,000 | 1074 (12%) | 9,703 (18%) |
|  | $20,000-49,999 | 2075 (23%) | 14,015 (30%) |
|  | $50,000-74,999 | 1567 (17%) | 6,770 (17%) |
|   | $75,000 or greater | 4287 (48%) | 13,073 (35%) |
| b mean household size was calculated by considering respondents in the “6 or more category” as a value of 6 |